

News Release

Crookston Area Prepares to More Fully Engage Boomers as Volunteers; Local workshop on October 12, 2010

By Itollefs on Monday, September 13, 2010

The Baby Boomer generation is starting to retire in 2010 and recent research has identified the importance for organizations' to build capacity to engage the wealth of civic resources this generation offers.

"As Boomers move towards the traditional retirement years and the next chapter of their life, they will emerge as a unique cohort placing unprecedented demands on the volunteer sector. With existing infrastructure and capacity, organizations are simply not geared for properly serving the upcoming wave of Boomer volunteers. The disparity between these dynamic younger older adults and the inadequate landscape of volunteer opportunities will only grow as the Boomers age; without serious action, organizations may not be able to capitalize on the potential of this critical resource." (from "Reinventing Aging Baby Boomers and Civic Engagement" Harvard School of Public Health-MetLife Foundation Initiative on Retirement and Civic Engagement.)

The Retired Senior Volunteer Program (RSVP) of the Red River Valley; Bremer Bank, Grand Forks-Crookston-Warren and the Minnesota Association for Volunteer Administration (MAVA) have joined forces to offer an intensive, full day workshop on the skills and techniques to effectively engage Boomers as volunteers.

Tuesday, October 12, 2010
9 a.m. - 4 p.m.
University of Minnesota Crookston
Bede Ballroom A & B, Sargent Student Center
Crookston, Minn.
Registration information: www.mavanetwork.org
Cost for the full day workshop is \$45 for MAVA members and \$58 for general public
Scholarships are available

"Participants will leave the workshop with an action plan to make their organization 'Boomer ready,'" according to MAVA Project Manager Mary Quirk. "The workshop covers how to tap the driving motivation of Boomers to have impact, how to design volunteer positions that will appeal to their interest in taking charge of projects, how work within their busy lives and new volunteer recruitment methods. The upcoming Generations Y and X share the Boomers' motivation to have impact. Getting ready for the Boomers will also prepare organizations for the future generations of volunteers."

The interactive skill building workshop is the product of the a full year of work by a MAVA Task Force compiling results of recent research and practical tips from Minnesota leaders of volunteers. The MAVA initiative on building capacity of organizations to engage Boomers is funded through support of the Otto Bremer Foundation.

For more information contact MAVA at 651-255-0469 or office@mavanetwork.org or visit the website at www.mavanetwork.org.

RSVP, which is sponsored by the U of M, Crookston, engages persons 55and older in volunteer service to meet critical community needs; and toprovide a high quality experience that will enrich the lives ofvolunteers.

The Minnesota Association for Volunteer Administration (MAVA), has more than 800 members across the state of Minnesota. Founded as a 501(c)3 in 2001, it is an alliance of individuals and networks dedicated to providing support and resources to those who lead volunteers. MAVA (www.mavanetwork.org) unites administrators of structured volunteer programs and informal volunteer initiatives, as well as those who have an interest in promoting volunteerism across the state. MAVA members represent all sectors of society including faith communities, health care, social service, education, government, grassroots organizations and more.

Today the University of Minnesota, Crookston delivers 29 bachelor's degree programs, 18 minors, and more than 40 concentrations, including several online degrees, in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of about 1,300 undergraduates from more than 25 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. "Small Campus. Big Degree." To learn more, visit www.umcrookston.edu.

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